

FIG. 1

*Engineering Demand Shifts Via Price Optimizations*

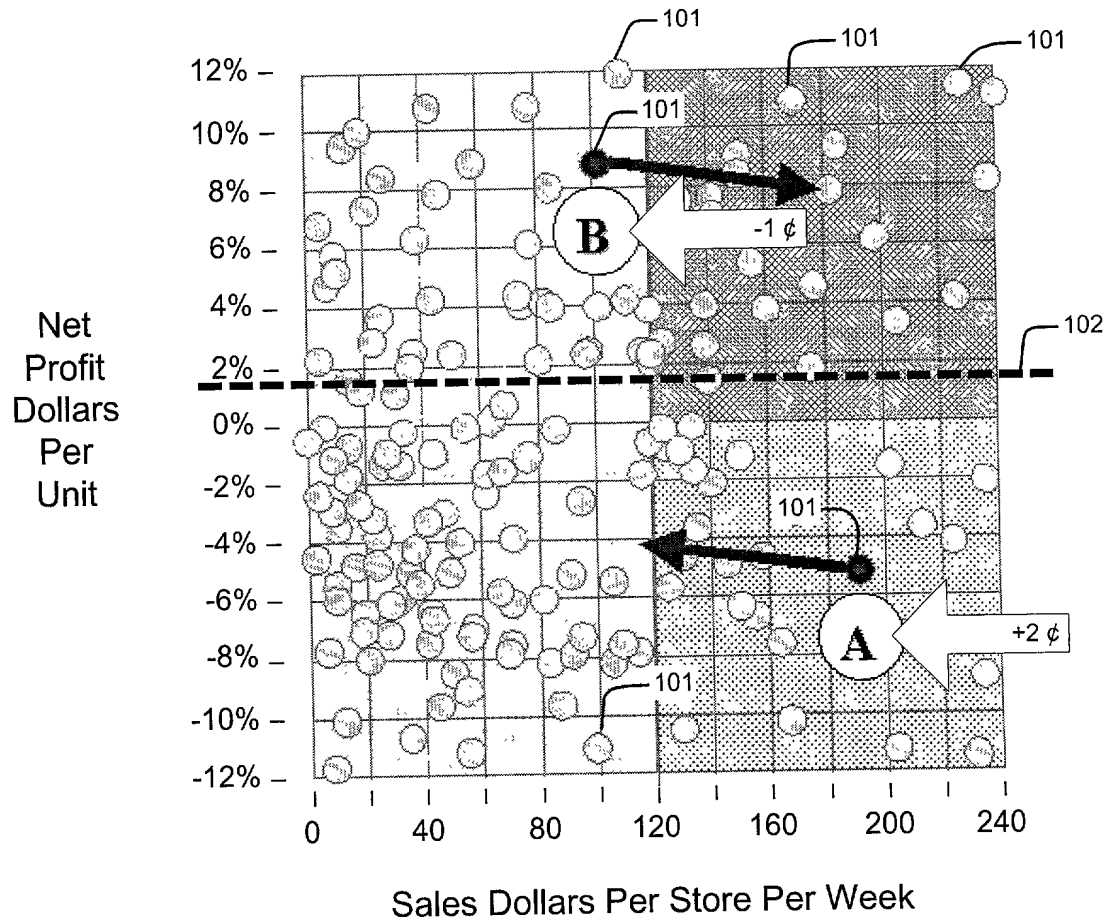


FIG. 2

Apparatus for Merchandise Price Optimization

200

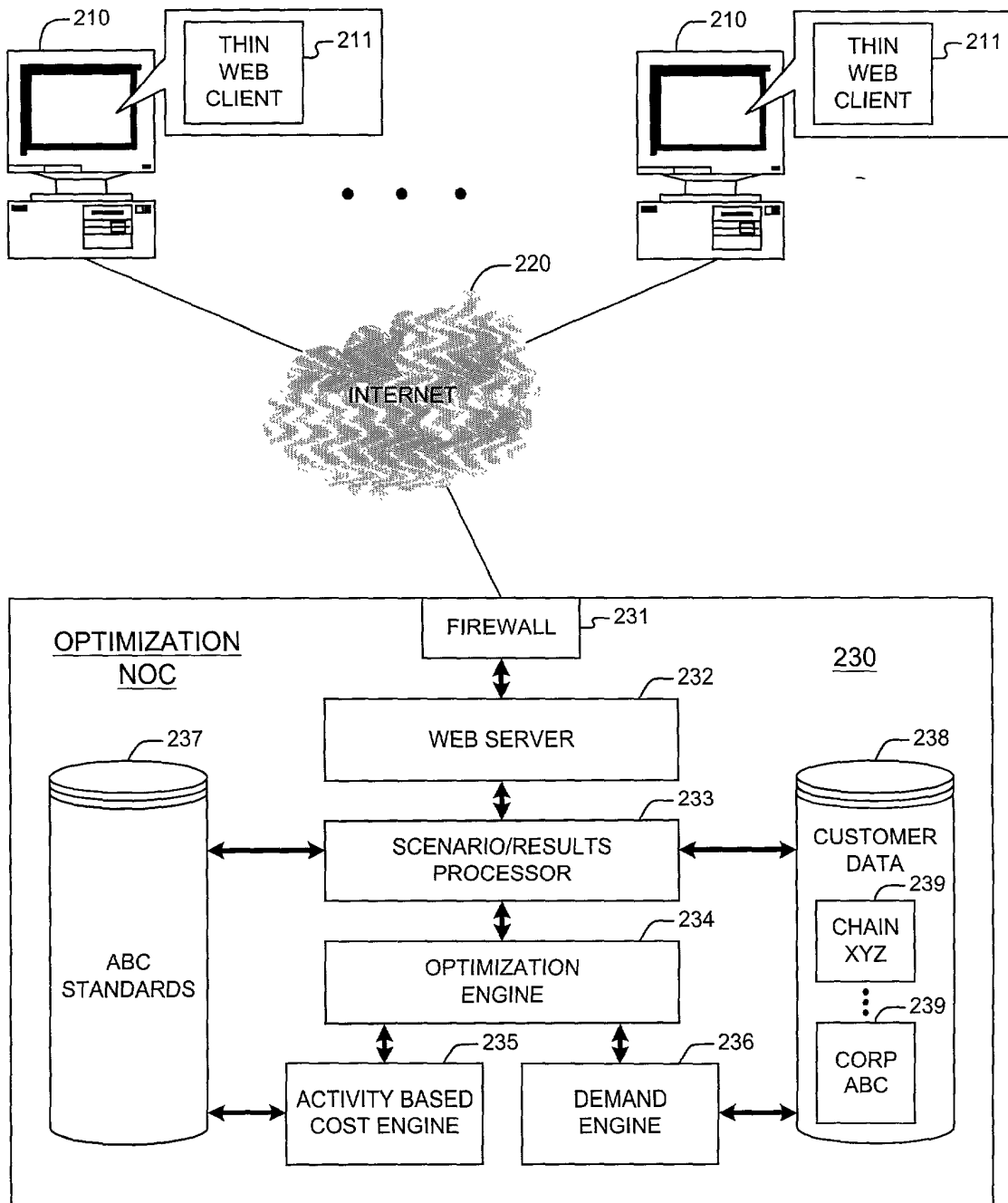


FIG. 3

Optimization Engine Details

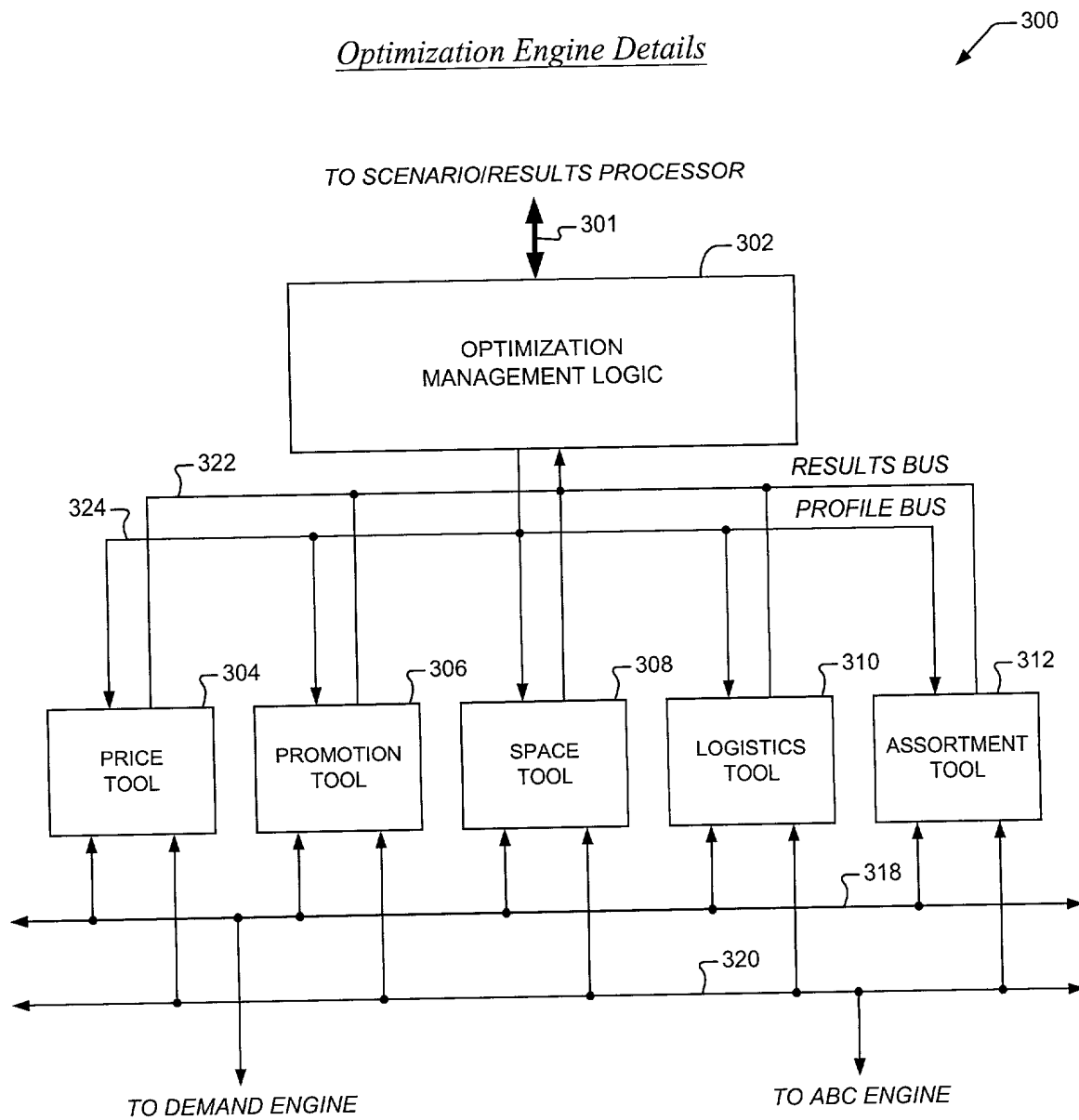


FIG. 4

Scenrio/Results Processor Details

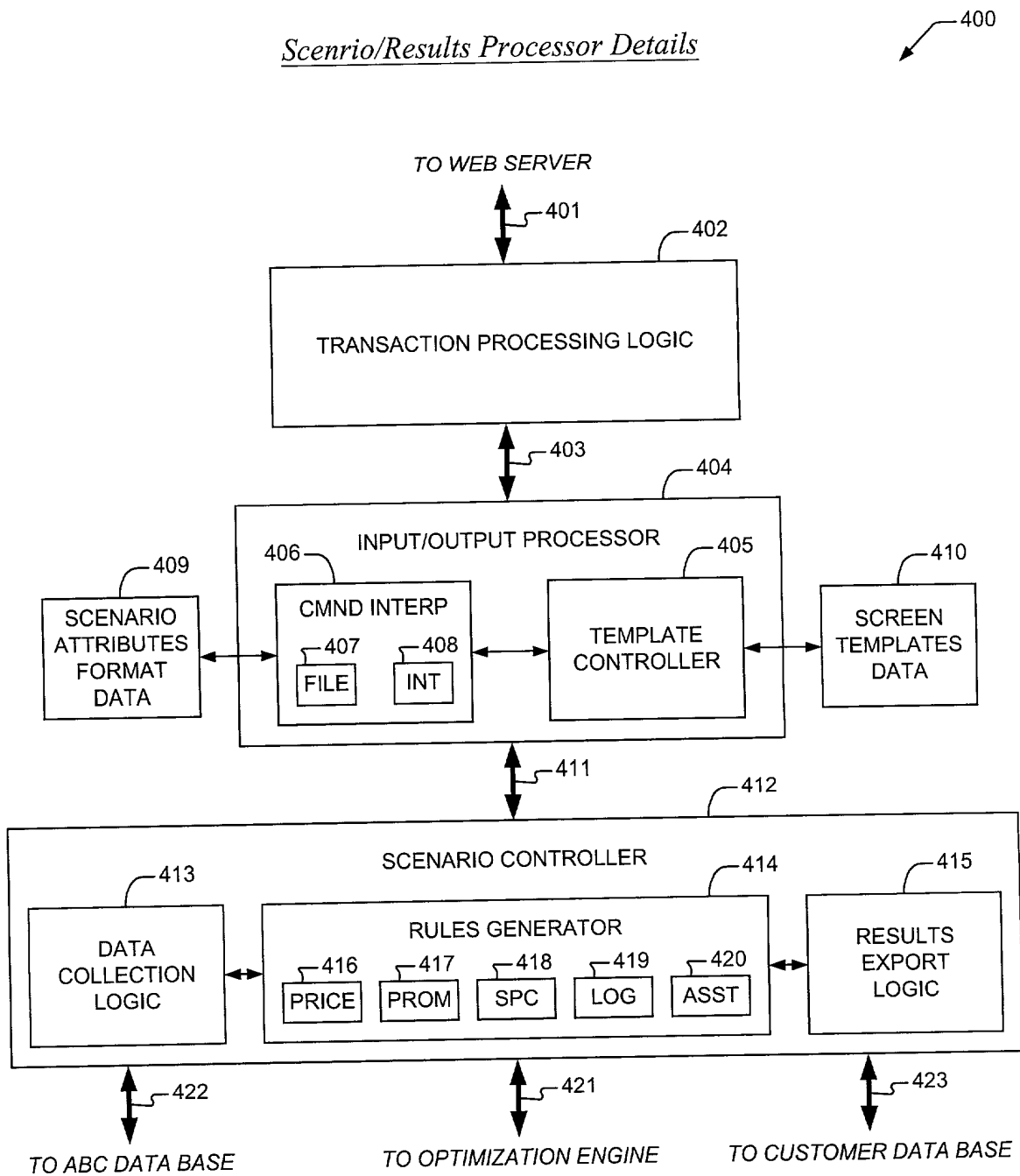


FIG. 5

Method for Optimizing Merchandising Lever Attributes

500

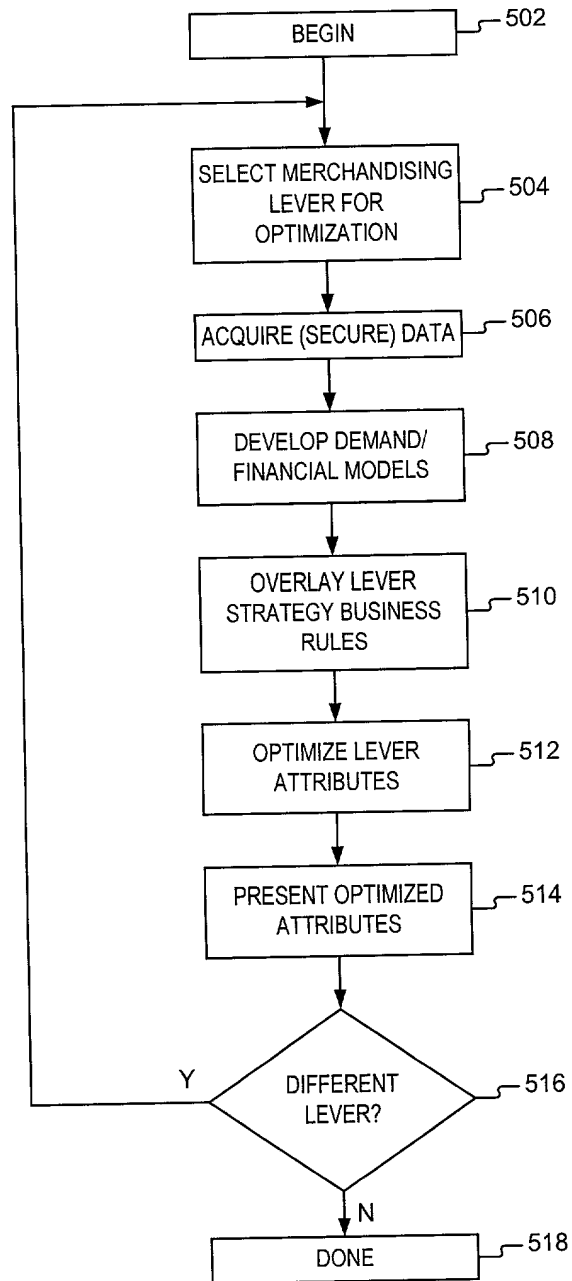
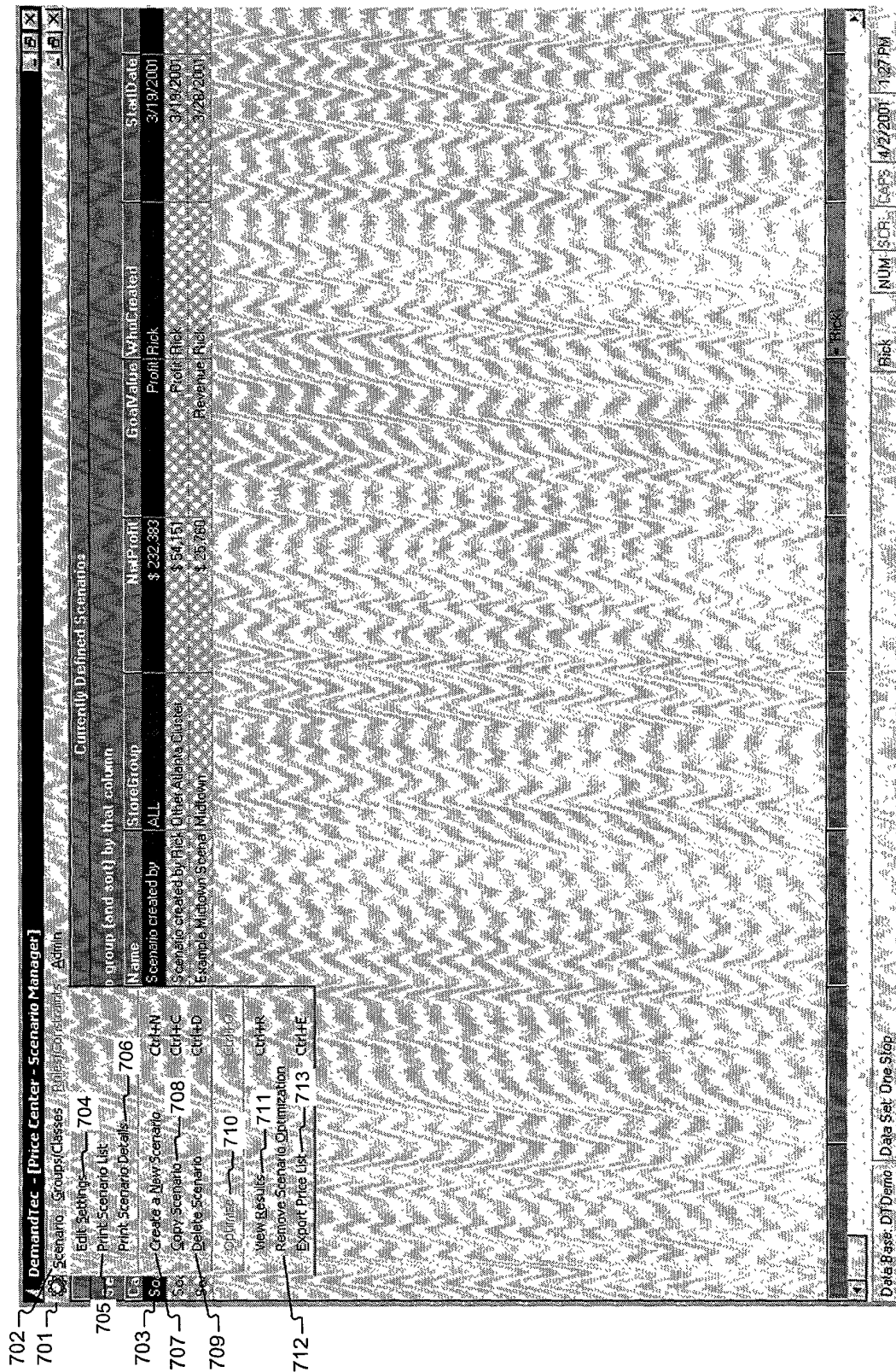




FIG. 7

Scenario Menu Options Window



+

+FIG. 8

### Groups/Classes Menu Options Window

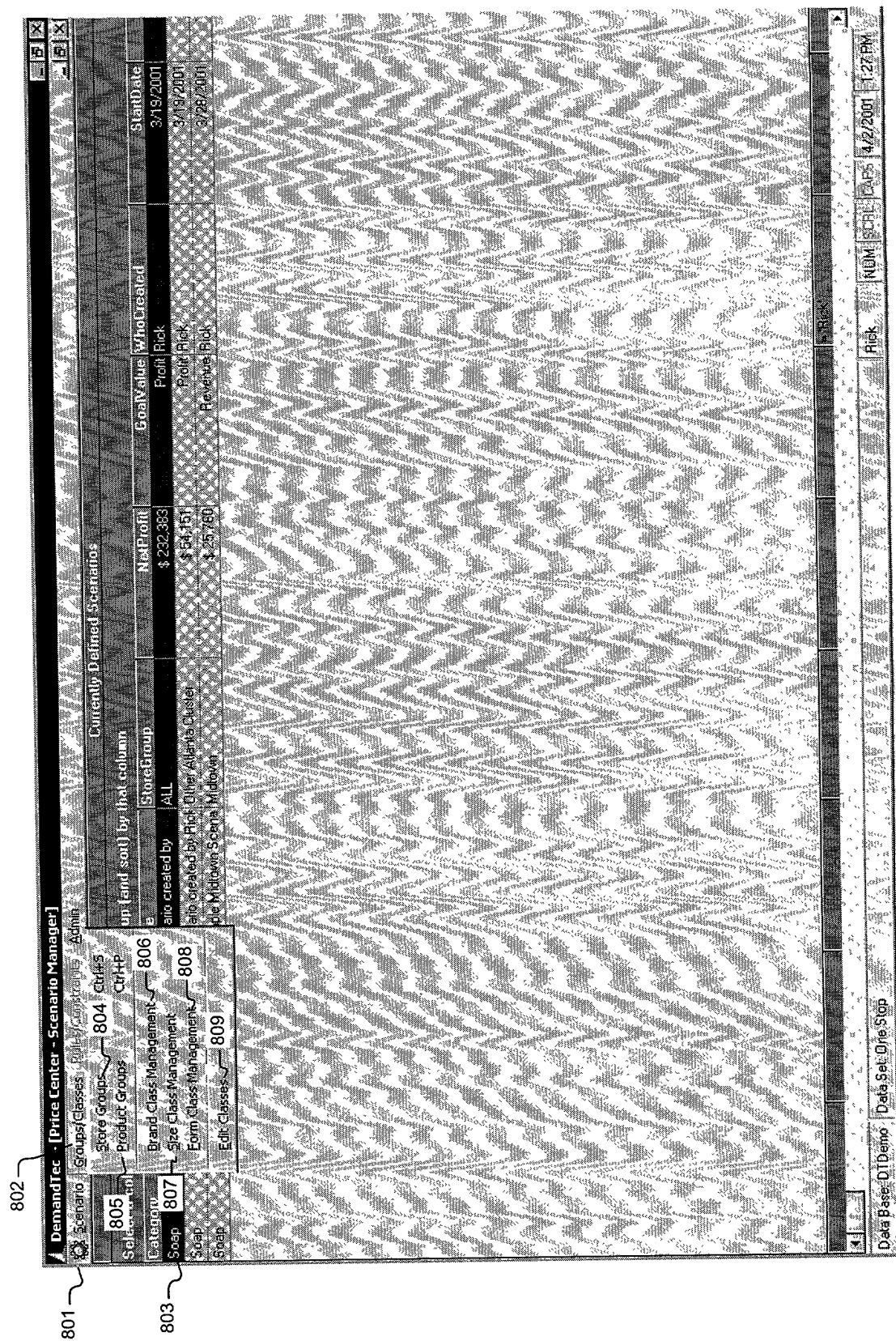


FIG. 9

Admin Menu Options Window

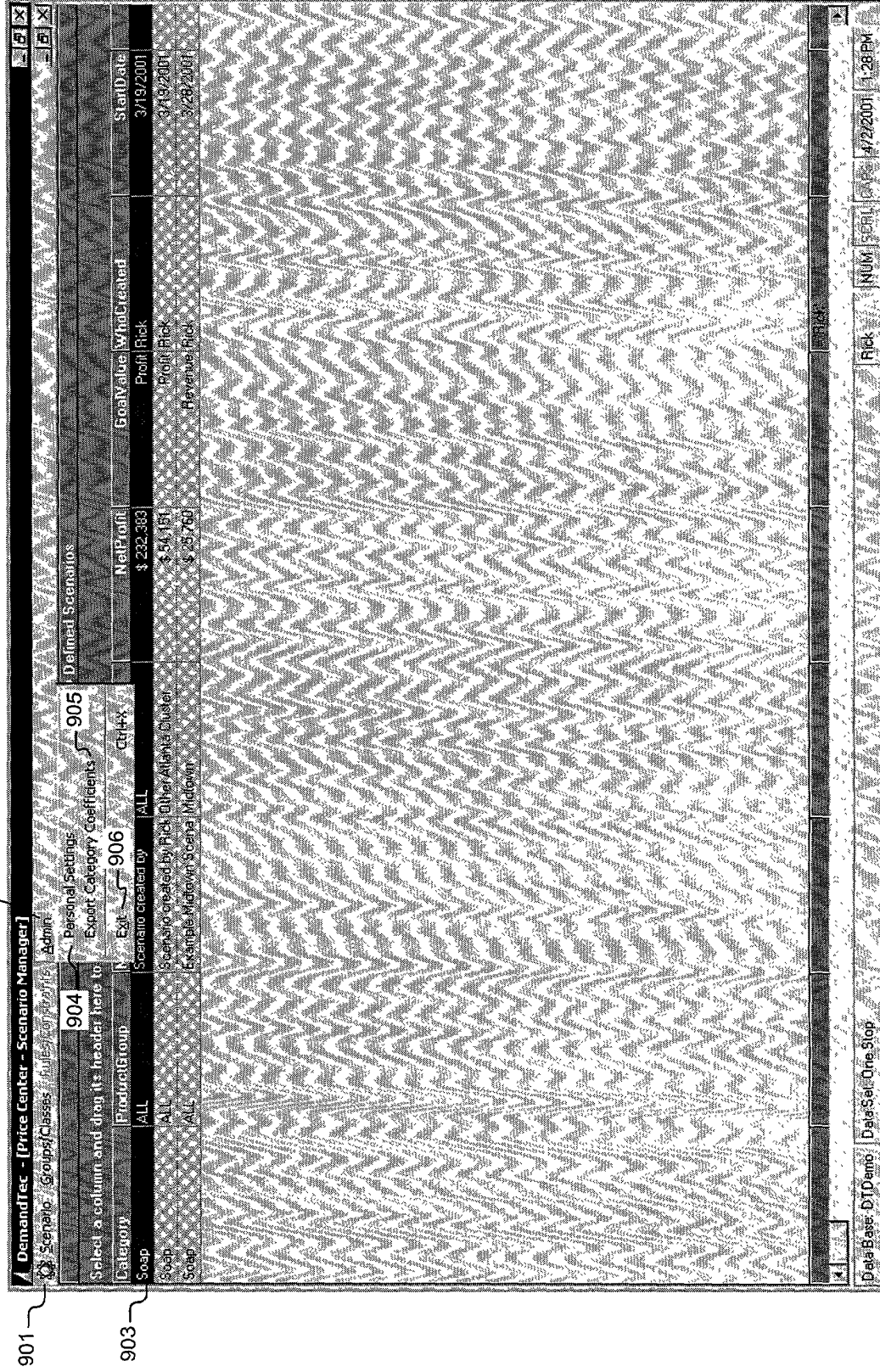


FIG. 10

New Scenario Category Template

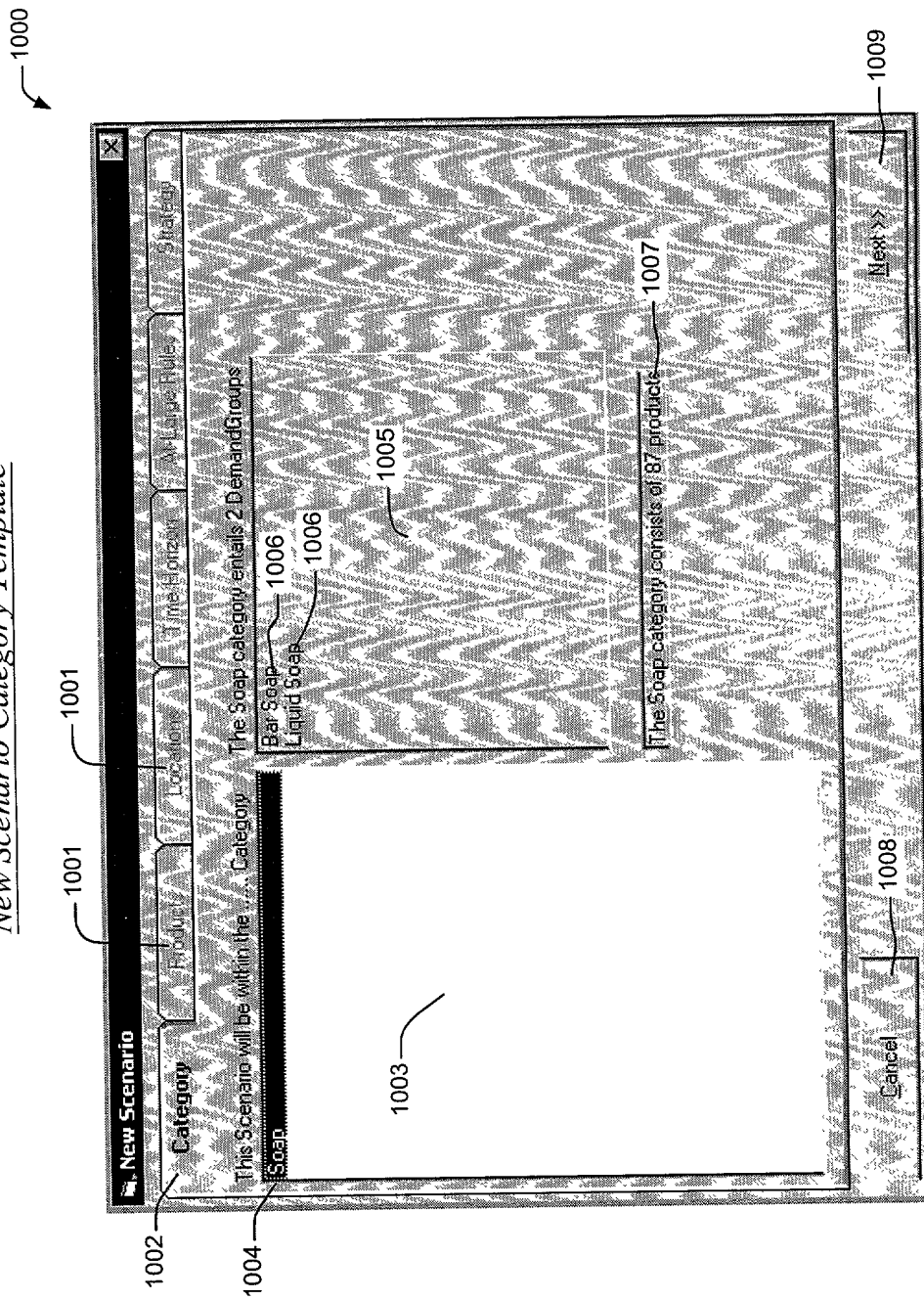


FIG. 11

New Scenario Products Window

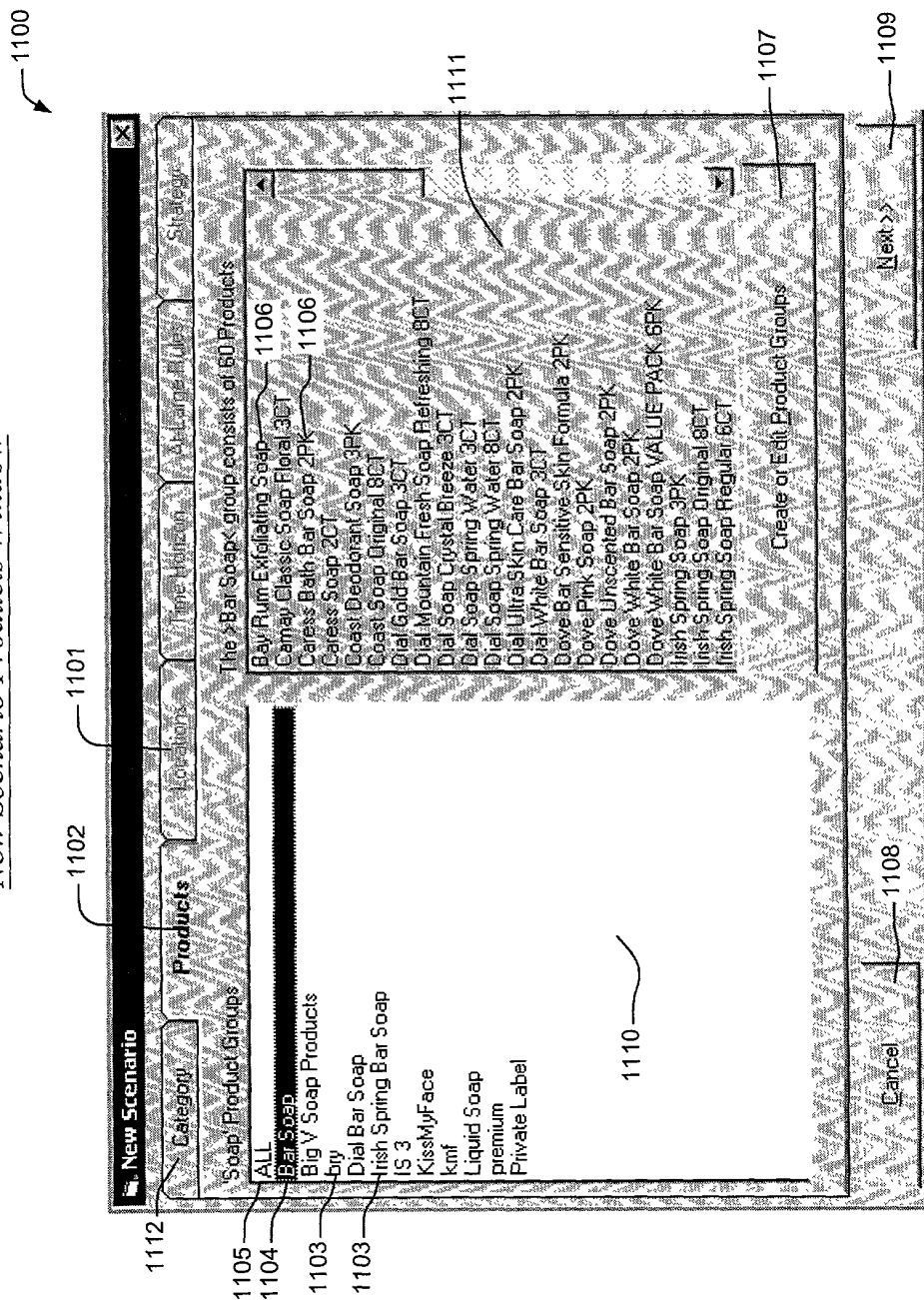


FIG. 12

New Scenario Locations Window

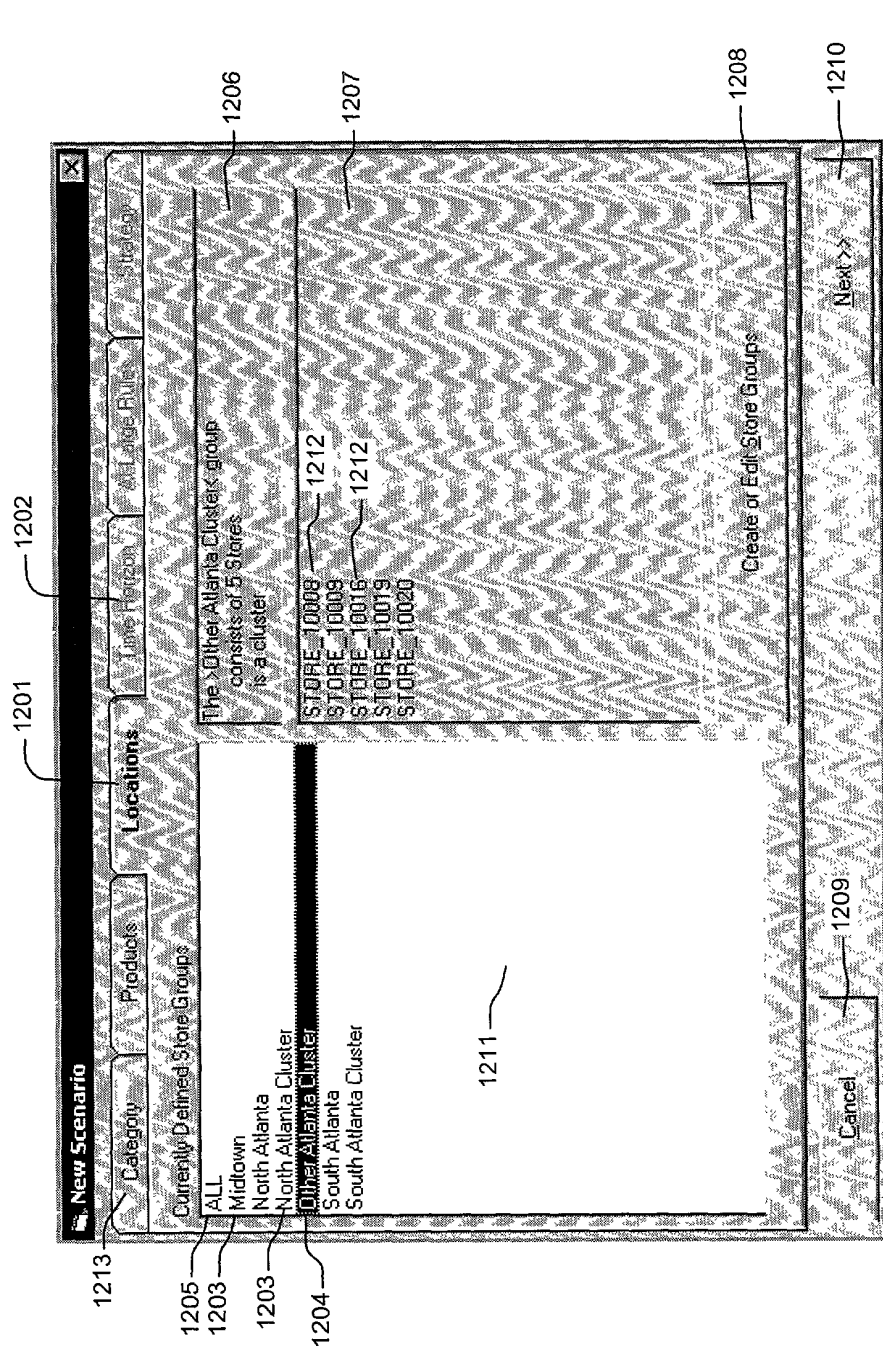


FIG. 13

New Scenario Time Horizon Window

1300

Category

Products

Locations

Time Horizon

Advanced Rules

Strategy

1302

1301

1307

Optimization period's START date

April 2001

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 13  | 25  | 26  | 27  | 28  | 29  | 30  |
| 14  | 1   | 2   | 3   | 4   | 5   | 6   |
| 15  | 8   | 9   | 10  | 11  | 12  | 13  |
| 16  | 15  | 16  | 17  | 18  | 19  | 20  |
| 17  | 22  | 23  | 24  | 25  | 26  | 27  |
| 18  | 29  | 30  | 1   | 2   | 3   | 4   |

1303

Optimization period's END date

May 2001

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 18  | 29  | 30  | 1   | 2   | 3   | 4   |
| 19  | 6   | 7   | 8   | 9   | 10  | 11  |
| 20  | 13  | 14  | 15  | 16  | 17  | 18  |
| 21  | 20  | 21  | 22  | 23  | 24  | 25  |
| 22  | 27  | 28  | 29  | 30  | 31  | 1   |
| 23  | 3   | 4   | 5   | 6   | 7   | 8   |
|     |     |     |     |     |     | 9   |

1304

1308

1305

1306

+

FIG. 14

New Scenario At-Large Rules Window

The window is titled "New Scenario" and contains several tabs: "Category", "Products", "Locations", "Time Horizon", "At-Large Rules", and "Strategy". The "At-Large Rules" tab is currently selected.

Under the "At-Large Rules" tab, there are several sections:

- Category:** Contains two checkboxes: "Enforce Line Pricing" (1403) and "Enforce Price Prices" (1404).
- Locations:** Contains two checkboxes: "Enforce/apply clusters (i.e. cluster prices)" (1405) and "Assume average promotion activity" (1406).
- Time Horizon:** Contains a checkbox labeled "Allowable Last Digits" (1407).
- At-Large Rules:** Contains two sections:
  - Max allowable price swing for each individual product:** Includes a "Max decline/min increase" field (1408) set to "30%" and a "Min decline/max increase" field (1409) set to "15%".
  - Max allowable swing for the average price of an entire Demand Group:** Includes a "Max decline/min increase" field (1410) set to "10%" and a "Min decline/max increase" field (1411) set to "5%".

At the bottom of the window, there are "Cancel" and "Next >>" buttons. The window is labeled with a reference number 1400.

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FIG. 15

New Scenario Strategy Window

1500

1502

1501

1501

1501

1501

1506

1507

1507

1508

1509

1510

1511

1503

1504

1505

1512

1513

Cancel

New

FIG. 16

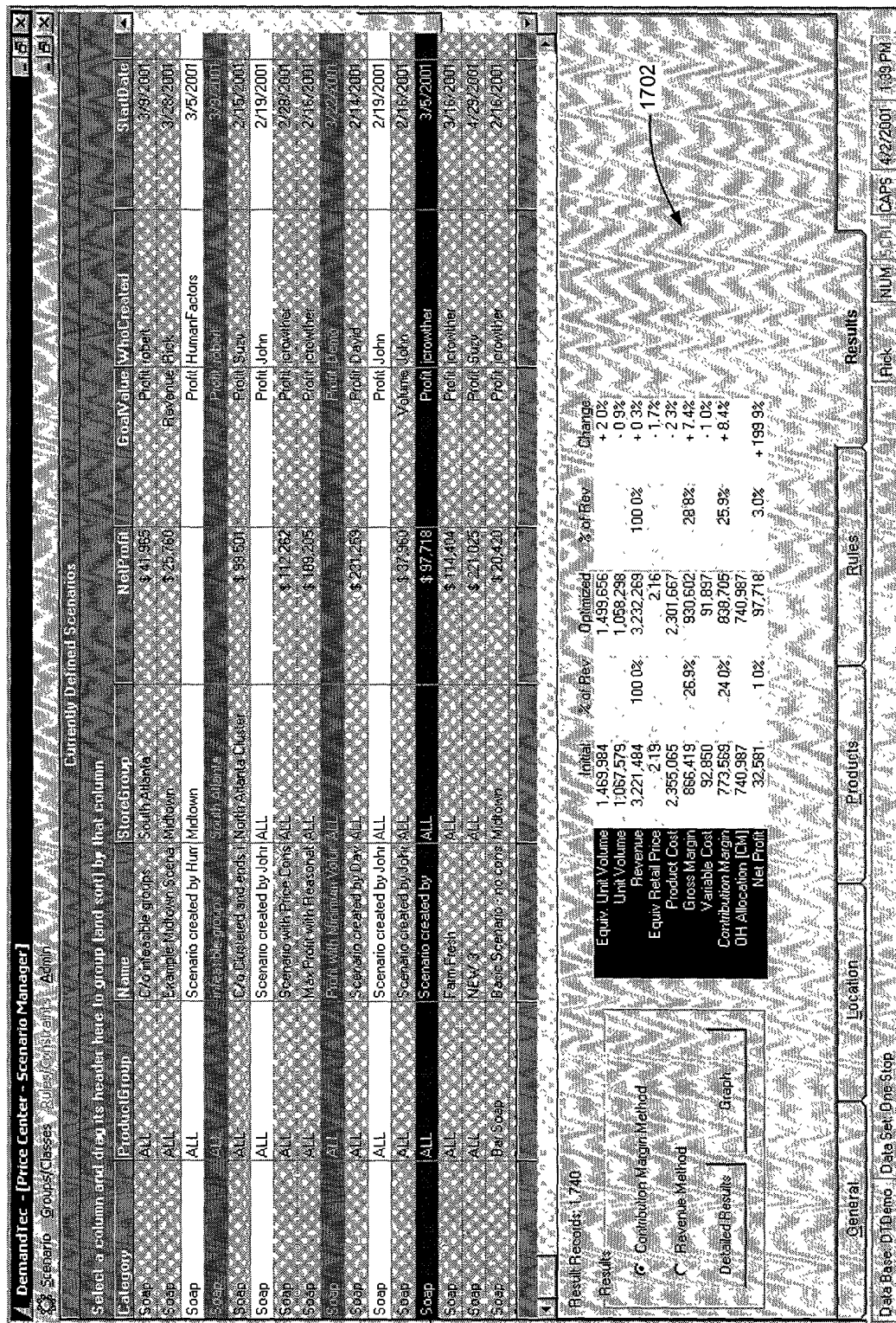
Currently Defined Scenarios Window

| DemandTec - [Price Center - Scenario Manager]                               |                       |                           |                       |                    |                     |             |            |      |                  |
|---|-----------------------|---------------------------|-----------------------|--------------------|---------------------|-------------|------------|------|------------------|
| Scenario Groups/Classes: Infeasible Constraints Admin                       |                       |                           |                       |                    |                     |             |            |      |                  |
| Currently Defined Scenarios   |                       |                           |                       |                    |                     |             |            |      |                  |
| Select a column and drag its header here to group (and sort) by that column |                       |                           |                       |                    |                     |             |            |      |                  |
| Category  | Product Group         | Name                      | Store Group           | Net Profit         | Goal Value          | Who created | Start Date |      |                  |
| Soap  | ALL                   | C/O Infeasible groups     | South Atlanta         | \$ 41,555          | Profit Robert       |             | 3/9/2001   |      |                  |
| Soap  | ALL                   | Example Midtown Scenario  | Midtown               | \$ 25,760          | Revenue Rick        |             | 9/28/2001  |      |                  |
| Soap  | ALL                   | Scenario created by Humi  | Midtown               |                    | Profit HumanFactors |             | 3/5/2001   |      |                  |
| Soap  | ALL                   | Infeasible groups         | South Atlanta         |                    | Profit Robert       |             | 3/9/2001   |      |                  |
| Soap  | ALL                   | C/O Clustered and Jelen's | North Atlanta Cluster | \$ 95,501          | Profit Sazp         |             | 2/19/2001  |      |                  |
| Soap  | ALL                   | Scenario created by John  | ALL                   |                    | Profit John         |             | 2/19/2001  |      |                  |
| Soap  | ALL                   | Scenario with Price Cons  | ALL                   | \$ 112,252         | Profit Jecrowther   |             | 2/29/2001  |      |                  |
| Soap  | ALL                   | Max Profit with           | ALL                   | \$ 183,205         | Profit Jecrowther   |             | 2/16/2001  |      |                  |
| Soap  | ALL                   | Profit with Minimum Value | ALL                   |                    | Profit Danco        |             | 9/22/2001  |      |                  |
| Soap  | ALL                   | Scenario created by Day   | ALL                   | \$ 231,259         | Profit David        |             | 2/14/2001  |      |                  |
| Soap  | ALL                   | Scenario created by John  | ALL                   |                    | Profit John         |             | 2/19/2001  |      |                  |
| Soap  | ALL                   | Scenario created by John  | ALL                   | \$ 37,560          | Volume John         |             | 2/16/2001  |      |                  |
| Soap  | ALL                   | Scenario created by John  | ALL                   | \$ 97,716          | Profit Jecrowther   |             | 3/5/2001   |      |                  |
| Soap  | ALL                   | Farm Fresh                | ALL                   | \$ 112,404         | Profit Jecrowther   |             | 3/16/2001  |      |                  |
| Soap  | ALL                   | NEW 3                     | ALL                   | \$ 221,025         | Profit Sazp         |             | 4/23/2001  |      |                  |
| Soap  | Bar Soap              | Basic Scenario - no cons  | Midtown               | \$ 20,420          | Profit Jecrowther   |             | 2/16/2001  |      |                  |
| Soap  | Big V Soap Products   | C/O Big V Scenario        | North Atlanta         | \$ 15,062          | Profit Gary         |             | 3/9/2001   |      |                  |
| Soap  | Big V Soap Products   | Big V Scenario            | North Atlanta         | \$ 10,976          | Profit Gary         |             | 3/9/2001   |      |                  |
| Soap  | Dial Bar Soap         | Scenario created by UID   | Midtown               |                    | Profit UIDesign     |             | 3/19/2001  |      |                  |
| Soap  | Dial Bar Soap         | Scenario created by UID   | Midtown               |                    | Profit UIDesign     |             | 3/19/2001  |      |                  |
| Soap  | Irish Spring Bar Soap | Scenario created by Jelen | ALL                   |                    | Profit Jecrowther   |             | 3/6/2001   |      |                  |
| Soap  | Irish Spring Bar Soap | TEST SCENARIO             | Other Atlanta Cluster |                    | Profit Rick         |             | 4/2/2001   |      |                  |
| Soap  | Irish Spring Bar Soap | Scenario created by UID   | ALL                   |                    | Volume UIDesign     |             | 3/20/2001  |      |                  |
| Soap  | Private Label         | Max/Private label         | ALL                   |                    | Profit Bob          |             | 2/26/2001  |      |                  |
| Soap  | Private Label         | C/O C/O Scenario          | North Atlanta Cluster |                    | Profit Bob          |             | 2/26/2001  |      |                  |
| Soap  | Private Label         | C/O C/O Scenario          | North Atlanta Cluster | \$ 90,277          | Profit Bob          |             | 2/26/2001  |      |                  |
| Soap  | Private Label         | Scenario created by Bob   | North Atlanta Cluster | \$ 16,854          | Profit Bob          |             | 2/26/2001  |      |                  |
| Soap  | Private Label         | C/O Scenario created by   | North Atlanta Cluster | \$ 1,451           | Profit Bob          |             | 2/26/2001  |      |                  |
| Soap  | Private Label         | C/O C/O Scenario create   | North Atlanta Cluster | \$ 31,208          | Profit Bob          |             | 2/26/2001  |      |                  |
|   |                       |                           |                       |                    |                     |             |            |      |                  |
| Data Base: DTDemo   |                       |                           |                       | Data Set: One Stop |                     |             |            | Risk | NUM SCPL CAPS    |
|   |                       |                           |                       |                    |                     |             |            |      | 4/2/2001 1:58 PM |

FIG. 17

1700

# Optimization Results for Selected Scenario



1701

1702

FIG. 18

# Optimization Results Template

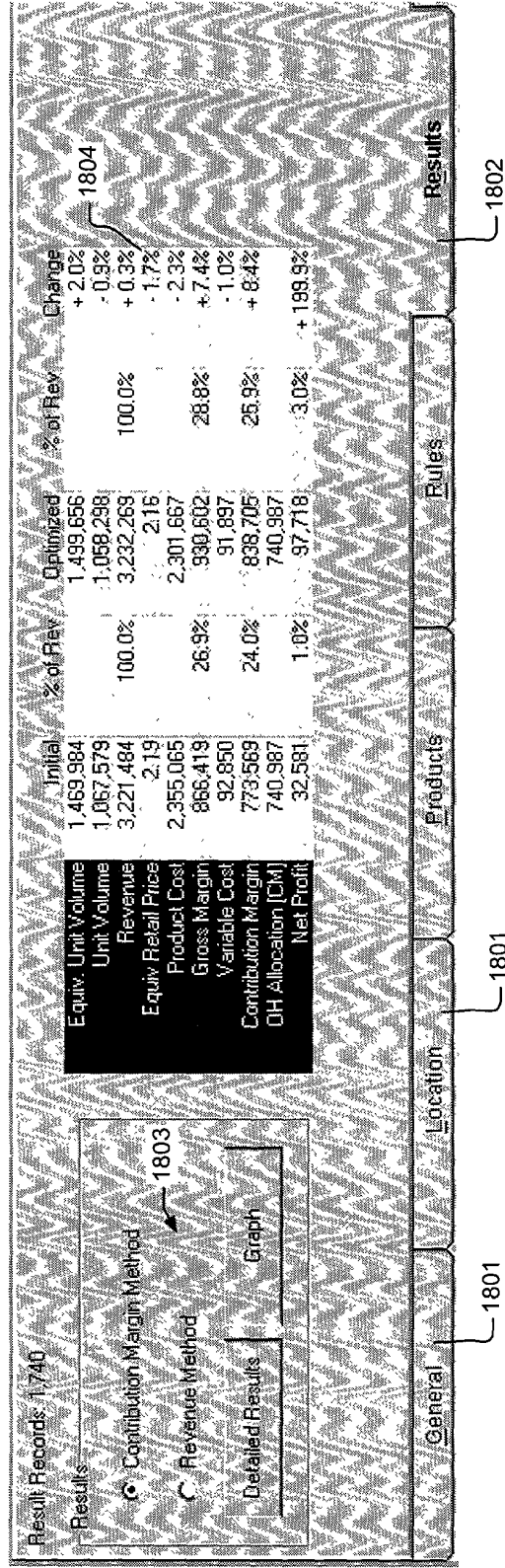


FIG. 19

# Contribution Margin Results Summary



FIG. 20

Results Display Options Window

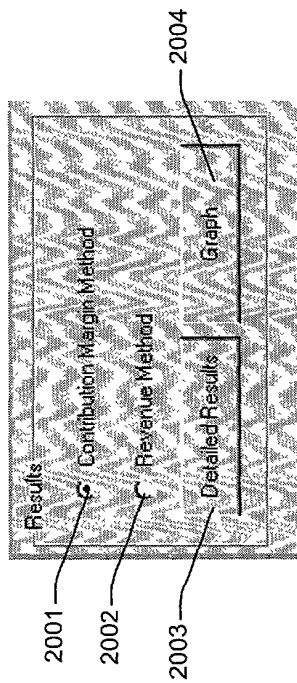


FIG. 21

General Information Window for Selected Configured Scenario

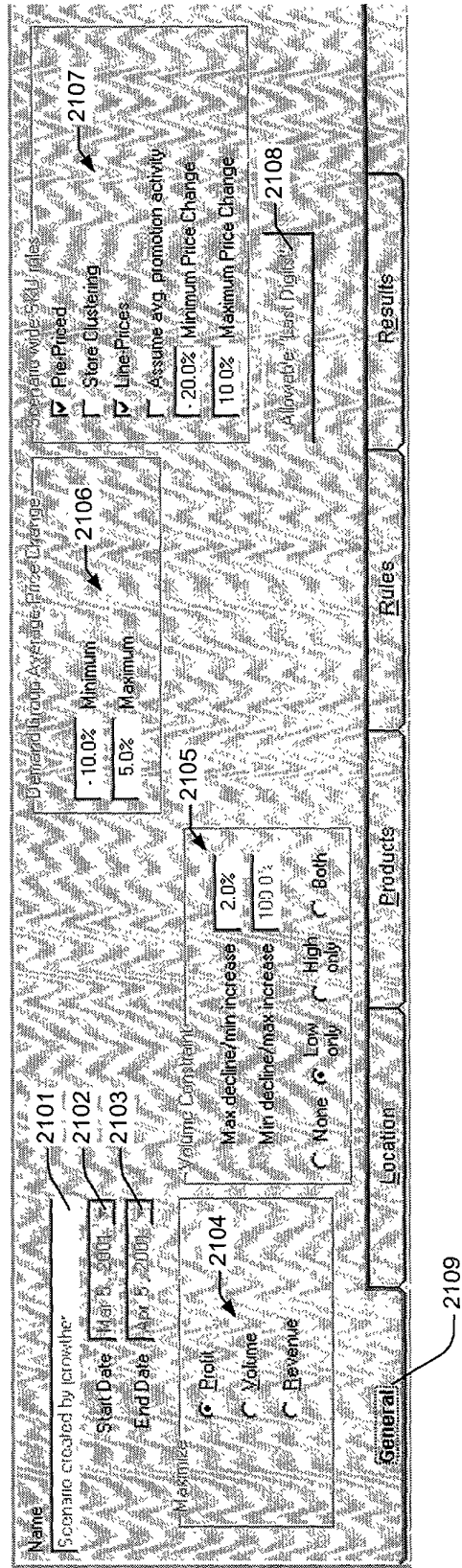
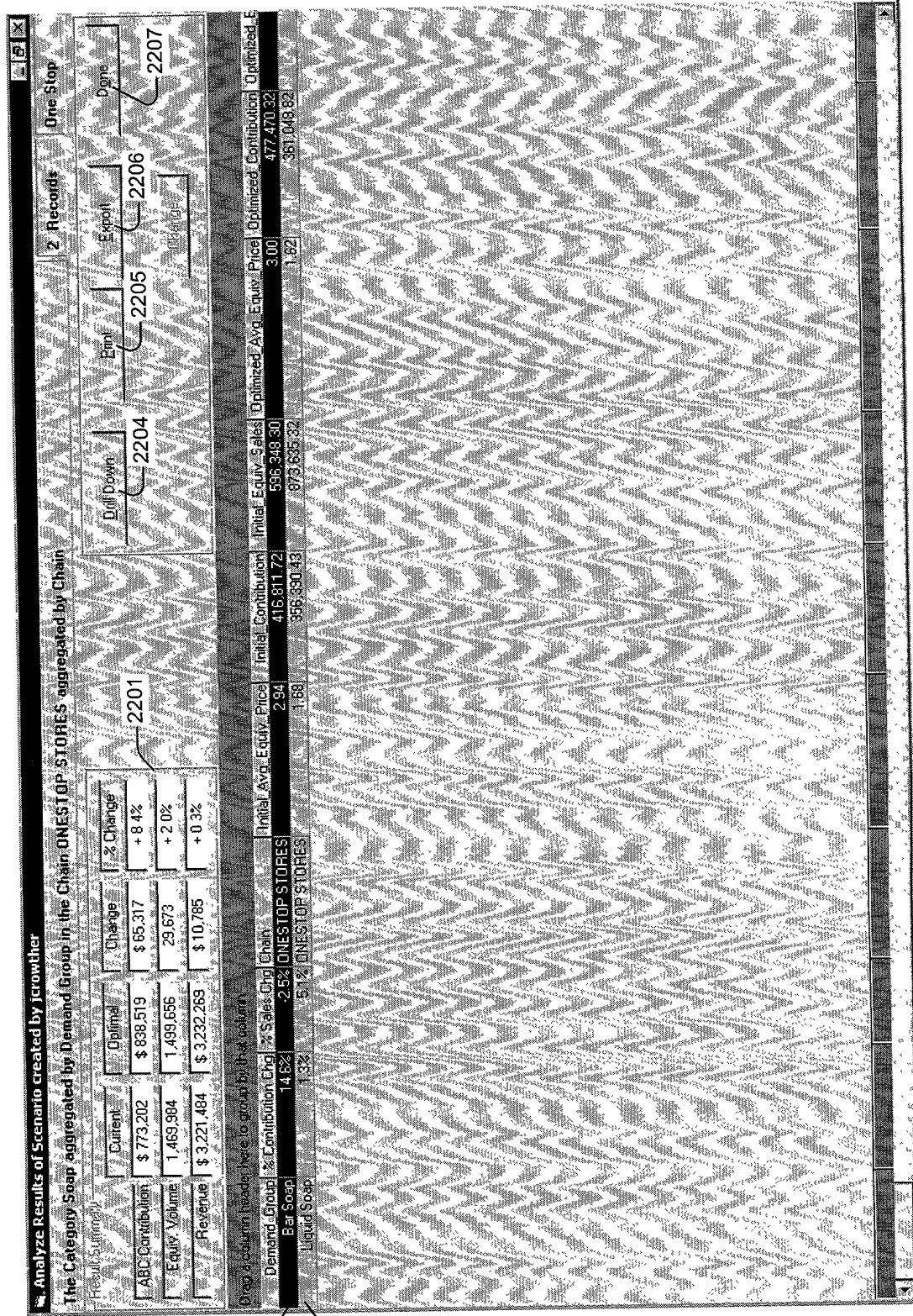


FIG. 22

Analyze Results Window



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FIG. 23

Results Drill Down Configuration Template

2300

2302

2301

2305

2306

2307

2308

2309

Drill Down

Product Selection

Show the results of an entire

Category

Specify the results for the Category

Soap

When done, show the results for

Category

Deodorant

Normal

Regular

Brand

Brand Size

Product SKU

Cancel

Store Selection

Show the results for the entire

Chain

Specify the results for the Chain

ONE STOP STORES

When ONE STOP STORES, show the results for

Chain

Region

State

City

District

Store

Display

+

FIG. 24

# Drilled Down Analyze Results Window

2400

| Analyze Results of Scenario created by Risk  |       |              |                    |            |           |            |      |           |            |
|--|-------|--------------|--------------------|------------|-----------|------------|------|-----------|------------|
| The Category Scen. is Regulated by Demand Effects in the Chain ONE STOP STORES regulated by Demand |       |              |                    |            |           |            |      |           |            |
|  |       | Current      | Down               | Up         | Down      | Up         | Down | Up        | One Stop   |
| Initial Investment   |       | \$ 778,435   | \$ 578,572         | \$ 231,135 | + 24.7%   |            |      |           |            |
| Equity Value   |       | \$ 470,270   | \$ 391,553         | \$ 193,351 | - 6.3%    |            |      |           |            |
| Revenue  |       | \$ 3,243,374 | \$ 3,193,424       | \$ 45,360  | - 1.5%    |            |      |           |            |
| Drill down 2401 Regulated by Risk  |       |              |                    |            |           |            |      |           |            |
| Demand Effects - Demand Effects - Sales Chg. Dollars   |       |              |                    |            |           |            |      |           |            |
| Bar Sales  | 24.8% | -5.0%        | Sand Street        | 3.1%       | 25,782.78 | 33,516.32  | 3.28 | 32,192.36 | 31,500.93  |
| Bar Sales  | 25.1% | -5.7%        | Midway             | 2.9%       | 40,127.01 | 49,040.58  | 3.07 | 61,437.63 | 62,585.07  |
| Bar Sales  | 25.7% | -5.8%        | Decatur            | 3.5%       | 10,277.21 | 14,575.32  | 3.09 | 12,915.69 | 13,736.89  |
| Liquid Sales   | 22.4% | -6.3%        | Down               | 1.9%       | 57,132.45 | 65,519.22  | 1.84 | 73,653.97 | 75,756.22  |
| Liquid Sales   | 22.1% | -7.0%        | Blackhead          | 1.7%       | 46,694.95 | 53,278.94  | 1.80 | 69,960.73 | 71,065.93  |
| Bar Sales  | 25.8% | -5.4%        | Down               | 2.7%       | 25,883.56 | 40,068.50  | 2.53 | 59,402.78 | 60,828.56  |
| Bar Sales  | 27.3% | -5.7%        | East Atlanta       | 3.0%       | 77,481.57 | 111,729.40 | 3.15 | 32,457.31 | 37,536.97  |
| Bar Sales  | 25.3% | -5.8%        | Perimeter          | 3.0%       | 65,335.44 | 91,764.36  | 3.15 | 81,931.28 | 85,430.63  |
| Liquid Sales   | 27.0% | -6.0%        | Virginia Highlands | 1.9%       | 15,144.57 | 41,731.02  | 1.81 | 19,355.84 | 20,756.41  |
| Liquid Sales   | 27.2% | -7.2%        | Lakewood           | 1.7%       | 14,579.57 | 37,242.22  | 1.88 | 18,520.02 | 34,599.00  |
| Bar Sales  | 23.0% | -5.5%        | Blackhead          | 2.8%       | 12,005.57 | 19,644.06  | 2.95 | 30,145.53 | 33,500.00  |
| Bar Sales  | 23.3% | -5.3%        | Lakewood           | 2.7%       | 17,745.20 | 25,200.98  | 2.93 | 21,863.35 | 23,959.20  |
| Liquid Sales   | 25.7% | -7.0%        | Midway             | 1.8%       | 25,550.57 | 30,416.14  | 1.76 | 33,130.31 | 35,190.05  |
| Liquid Sales   | 23.1% | -6.6%        | Sand Street        | 1.6%       | 41,742.40 | 106,357.98 | 1.76 | 53,837.01 | 59,635.97  |
| Liquid Sales   | 27.3% | -5.8%        | East Atlanta       | 1.8%       | 25,940.71 | 71,556.72  | 1.85 | 33,040.16 | 35,944.61  |
| Bar Sales  | 25.6% | -6.1%        | Virginia Highlands | 3.1%       | 26,463.21 | 37,240.97  | 3.30 | 34,250.36 | 34,957.19  |
| Liquid Sales   | 27.3% | -7.3%        | Perimeter          | 1.6%       | 31,761.95 | 171,401.72 | 1.84 | 91,334.83 | 159,173.33 |

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FIG. 25

File Designation Window

2500

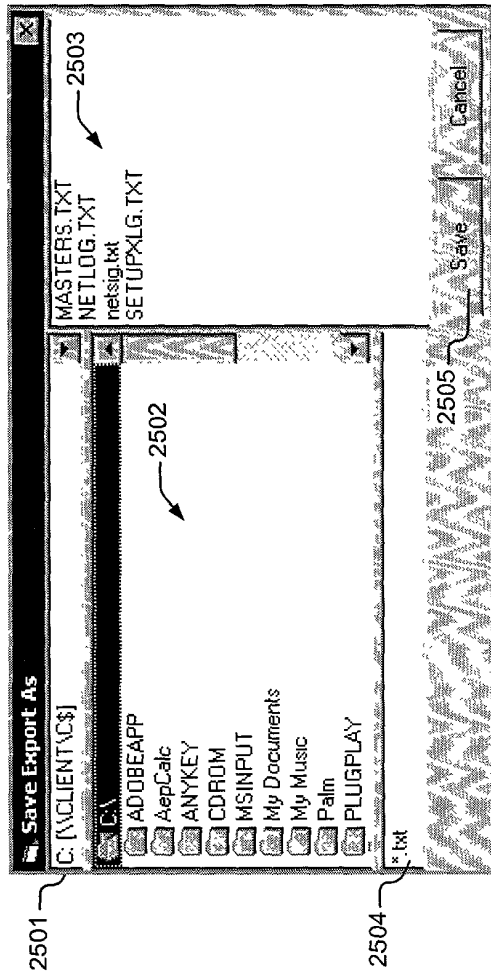
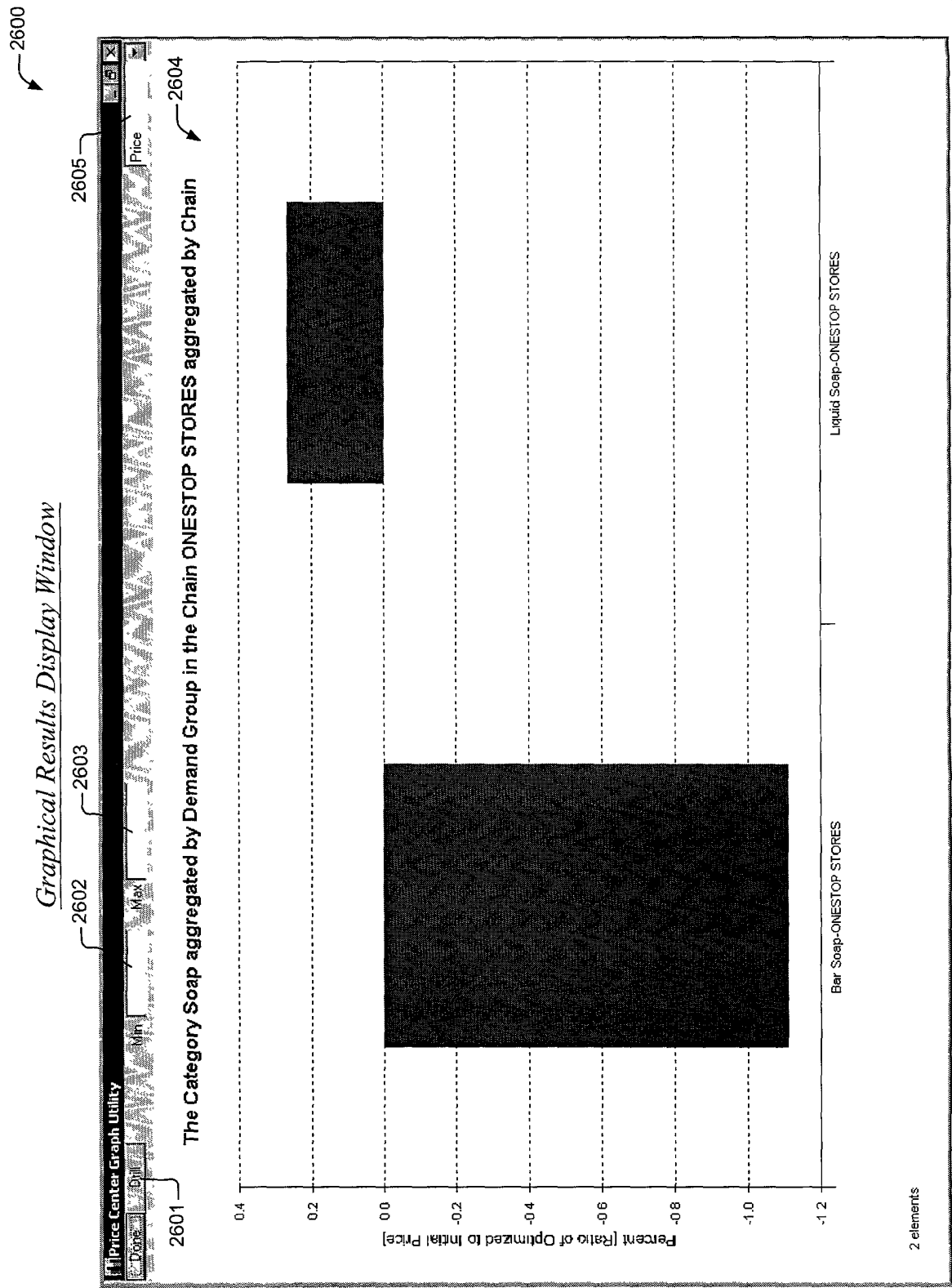


FIG. 26

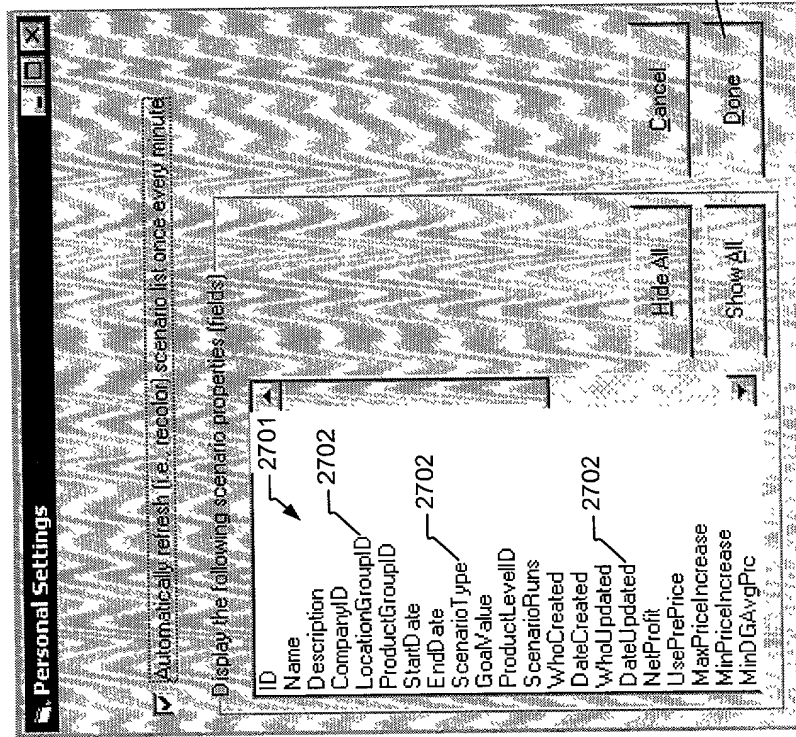


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FIG. 27

Personal Settings Window

2700



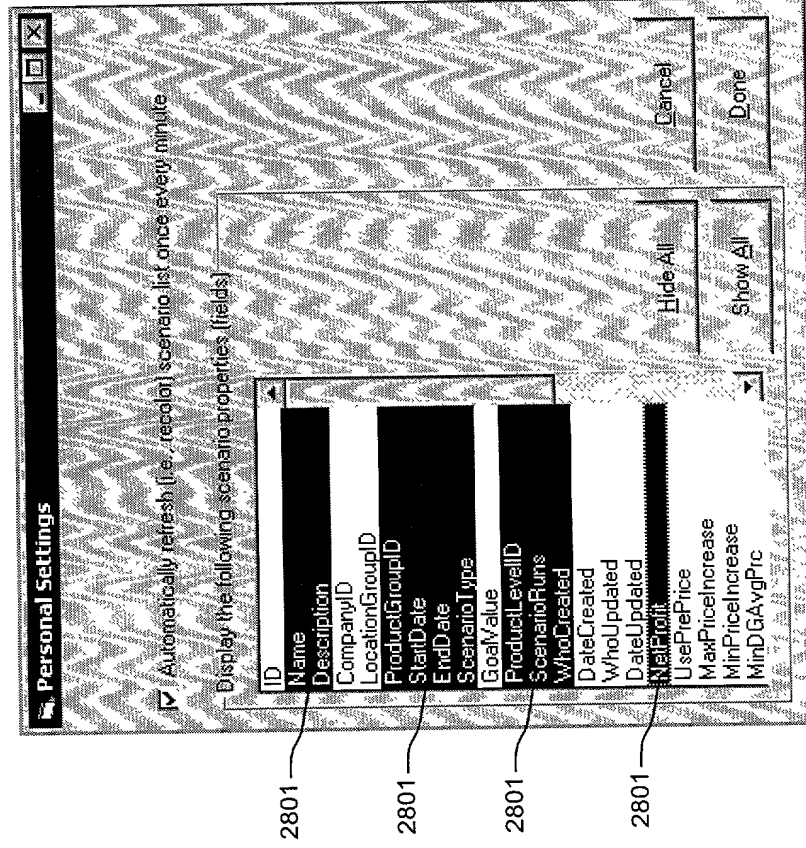
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FIG. 28

Configured Personal Settings Template

2800



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### Personalized Currently Defined Scenarios Window

| DemandTec - [Price Center - Scenario Manager]  |               |               |      |                        |           |            |           |               |  |                  |
|--|---------------|---------------|------|------------------------|-----------|------------|-----------|---------------|--|------------------|
| Scenario: Groups/Classes Policy Support: Admin |               |               |      |                        |           |            |           |               |  |                  |
| Currently Defined Scenarios                    |               |               |      |                        |           |            |           |               |  |                  |
| Select a volume                                | 2901          | to its header | 2901 | to group (and sort by) | 2901      | Start Date | End Date  | Scenario type | Scenario Runs Description                | Product Groups   |
| Name   | NetProfit     | Who/created   |      |                        |           |            |           |               |  |                  |
| Example Midtown                                | \$ 41,955.00  | Robert        |      |                        | 3/9/2001  | Base       | 4/9/2001  | Base          | Optimized ALL                            | (39AFE271-317D)  |
| Scenario created by Hum                        | \$ 25,780.00  | Rick          |      |                        | 3/28/2001 | Base       | 4/28/2001 | Base          | Optimized ALL                            | (39AFE271-317D)  |
| Scenario created by Hum                        |               | Human Factors |      |                        | 3/5/2001  | Base       | 4/5/2001  | Base          | ALL - Midtown                            | (39AFE271-317D)  |
| Feasible groups                                |               | Robert        |      |                        | 3/9/2001  | Base       | 4/9/2001  | Base          | Pending ALL                              | (39AFE271-317D)  |
| C/O Clustered and ends                         | \$ 59,501.00  | Suz           |      |                        | 2/15/2001 | Base       | 3/15/2001 | Base          | Optimized ALL - North Atlantic Cluster   | (39AFE271-317D)  |
| Scenario created by John                       |               | John          |      |                        | 2/19/2001 | Base       | 3/19/2001 | Base          | ALL                                      | (39AFE271-317D)  |
| Scenario with Price Cons                       | \$ 112,282.00 | John Wiley    |      |                        | 2/28/2001 | Base       | 3/28/2001 | Base          | Optimized ALL                            | (39AFE271-317D)  |
| Max Profit with Reasonable                     | \$ 189,205.00 | John Wiley    |      |                        | 2/16/2001 | Base       | 3/16/2001 | Base          | Optimized ALL - ALL                      | (39AFE271-317D)  |
| Profit with Midtown Value                      |               | David         |      |                        | 3/22/2001 | Base       | 4/22/2001 | Base          | Pending ALL                              | (39AFE271-317D)  |
| Scenario created by David                      | \$ 231,259.00 | David         |      |                        | 2/14/2001 | Base       | 3/14/2001 | Base          | Optimized ALL                            | (39AFE271-317D)  |
| Scenario created by John                       |               | John          |      |                        | 2/19/2001 | Base       | 3/19/2001 | Base          | ALL                                      | (39AFE271-317D)  |
| Scenario created by John                       | \$ 37,990.00  | John          |      |                        | 2/16/2001 | Base       | 3/16/2001 | Base          | Optimized ALL - ALL                      | (39AFE271-317D)  |
| Scenario created by John                       | \$ 97,718.00  | John Wiley    |      |                        | 3/15/2001 | Base       | 4/5/2001  | Base          | Optimized ALL                            | (39AFE271-317D)  |
| Farm Fresh                                     | \$ 114,404.00 | John Wiley    |      |                        | 3/16/2001 | Base       | 4/16/2001 | Base          | Optimized ALL                            | (39AFE271-317D)  |
| NEW'S  | \$ 221,025.00 | Suz           |      |                        | 4/29/2001 | Base       | 5/27/2001 | Base          | Optimized ALL - ALL                      | (39AFE271-317D)  |
| Basic Scenario - no cons                       | \$ 20,420.00  | John Wiley    |      |                        | 2/16/2001 | Base       | 3/16/2001 | Base          | Optimized Bar Soap                       | (3940856-988D)   |
| C/O Big V Scenario                             | \$ 15,062.00  | Gary          |      |                        | 2/9/2001  | Base       | 4/9/2001  | Base          | Optimized Big V Soap Products            | (1857676-7E4E)   |
| Big V Scenario                                 | \$ 15,878.00  | Gary          |      |                        | 3/5/2001  | Base       | 4/9/2001  | Base          | Optimized Big V Soap Products            | (1857676-7E4E)   |
| Scenario created by UID                        |               | UID Design    |      |                        | 3/19/2001 | Base       | 4/19/2001 | Base          | Pending Dial Bar Soap                    | (4593552-088E)   |
| Scenario created by UID                        |               | UID Design    |      |                        | 3/19/2001 | Base       | 4/19/2001 | Base          | Dial Bar Soap                            | (F9FB652C-0D87)  |
| Scenario created by John                       |               | John Wiley    |      |                        | 3/6/2001  | Base       | 4/6/2001  | Base          | Irish Spring Bar Soap                    | (8688-4023-7E7F) |
| TEST SCENARIO                                  |               | Rick          |      |                        | 4/2/2001  | Base       | 5/2/2001  | Base          | Irish Spring Bar Soap                    | (8688-4023-7E7F) |
| Scenario created by UID                        |               | UID Design    |      |                        | 3/20/2001 | Base       | 4/20/2001 | Base          | Pending Irish Spring Bar Soap            | (8688-4023-7E7F) |
| Max/Private label                              |               | Bob           |      |                        | 2/26/2001 | Base       | 3/26/2001 | Base          | Private Label - ALL                      | (DF0C3245-63ED)  |
| C/O C/O Scenario created by Bob                |               | Bob           |      |                        | 2/26/2001 | Base       | 3/30/2001 | Base          | Pending Private Label - ALL              | (DF0C3245-63ED)  |
| C/O C/O Scenario created by Bob                | \$ 307,277.00 | Bob           |      |                        | 3/30/2001 | Base       | 3/30/2001 | Base          | Optimized Private Label - North Atlantic | (DF0C3245-63ED)  |
| Scenario created by Bob                        | \$ 18,664.00  | Bob           |      |                        | 3/26/2001 | Base       | 3/30/2001 | Base          | Optimized ALL - ALL                      | (DF0C3245-63ED)  |
| C/O Scenario created by Bob                    | \$ 4,351.00   | Bob           |      |                        | 2/26/2001 | Base       | 3/30/2001 | Base          | Optimized ALL - ALL                      | (DF0C3245-63ED)  |
| C/O C/O Scenario created by Bob                | \$ 21,004.00  | Bob           |      |                        | 2/26/2001 | Base       | 3/30/2001 | Base          | Optimized ALL - ALL                      | (DF0C3245-63ED)  |

Data Base: DTDemoData Set: One Stop

NUM SCEN CAPS4/2/20011:50 PM

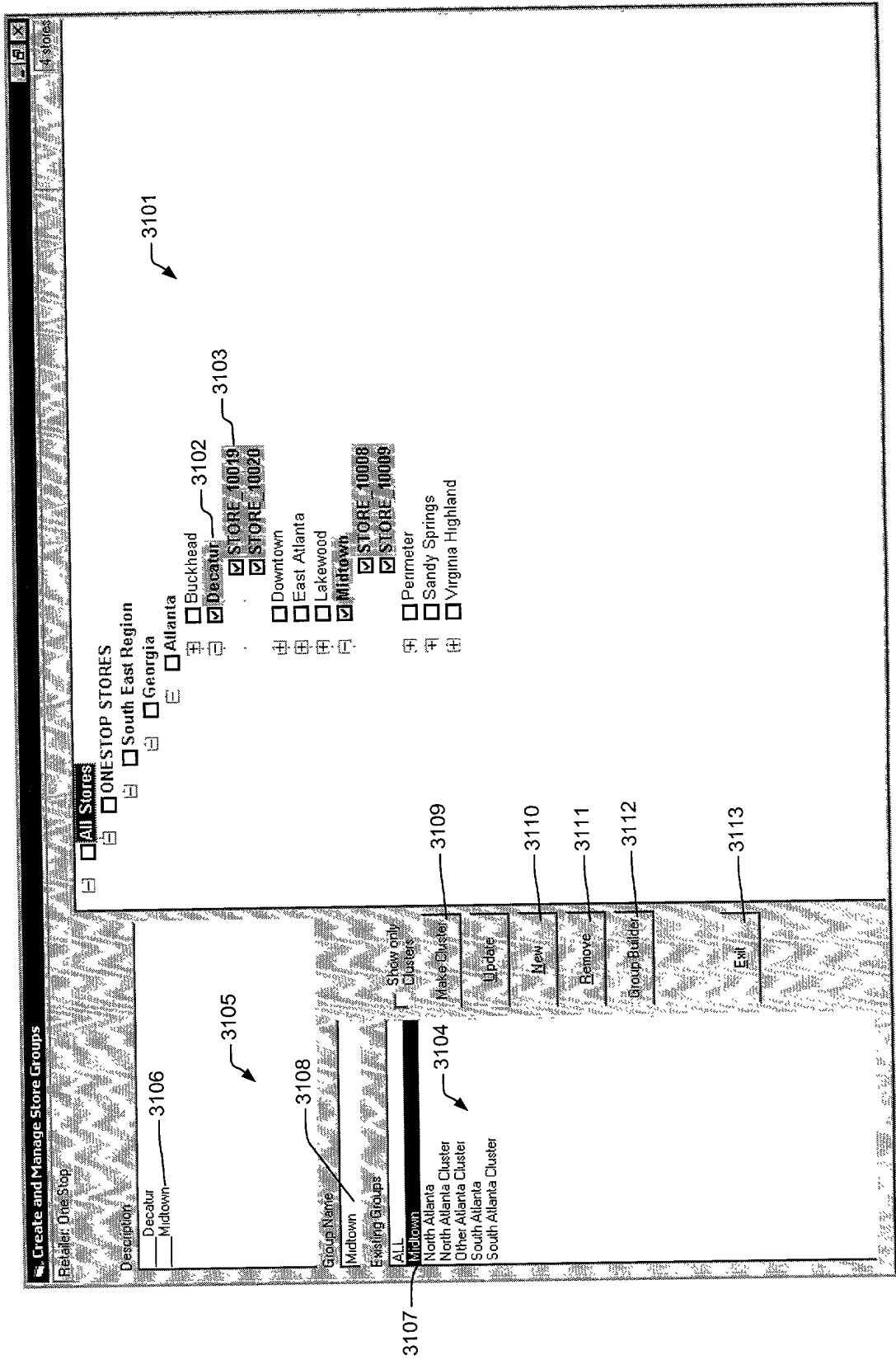
FIG. 30

## Create and Manage Store Groups Template

| Create and Manage Store Groups  |                  | Node Count      |  |
|---|------------------|-----------------|--|
| Retailer One Stop   |                  |                 |  |
| Description   | Group Name       |                 |  |
| <div>3005</div>   | <div>3004</div>  |                 |  |
| Existing Groups:  |                  |                 |  |
| ALL   | Showing Clusters |                 |  |
| Midtown   | Make Cluster     |                 |  |
| North Atlanta   | Delete           |                 |  |
| North Atlanta Cluster   | New              |                 |  |
| Other Atlanta Cluster   | Remove           |                 |  |
| South Atlanta   | Group Builder    |                 |  |
| South Atlanta Cluster   | Exit             |                 |  |
| <input type="checkbox"/> All Stores<br><input checked="" type="checkbox"/> ONESTOP STORES — 3002<br><input checked="" type="checkbox"/> South East Region — 3002<br><input checked="" type="checkbox"/> Georgia — 3002<br><input checked="" type="checkbox"/> Atlanta<br><input checked="" type="checkbox"/> Buckhead<br><input type="checkbox"/> STORE_10005 — 3003<br><input type="checkbox"/> STORE_10006 — 3003<br><input type="checkbox"/> STORE_10007 — 3003<br><input checked="" type="checkbox"/> Decatur<br><input type="checkbox"/> STORE_10019<br><input type="checkbox"/> STORE_10020<br><input checked="" type="checkbox"/> Downtown<br><input type="checkbox"/> STORE_10001<br><input type="checkbox"/> STORE_10002<br><input type="checkbox"/> STORE_10003<br><input checked="" type="checkbox"/> East Atlanta<br><input type="checkbox"/> STORE_10014<br><input type="checkbox"/> STORE_10015<br><input checked="" type="checkbox"/> Lakewood<br><input type="checkbox"/> STORE_10004<br><input checked="" type="checkbox"/> Midtown<br><input type="checkbox"/> STORE_10008<br><input type="checkbox"/> STORE_10009<br><input checked="" type="checkbox"/> Perimeter<br><input type="checkbox"/> STORE_10010<br><input type="checkbox"/> STORE_10011<br><input type="checkbox"/> STORE_10012<br><input type="checkbox"/> STORE_10013<br><input checked="" type="checkbox"/> Sandy Springs<br><input type="checkbox"/> STORE_10017<br><input type="checkbox"/> STORE_10018<br><input checked="" type="checkbox"/> Virginia Highland<br><input type="checkbox"/> STORE_10016 |                  | <div>3001</div> |  |

FIG. 31

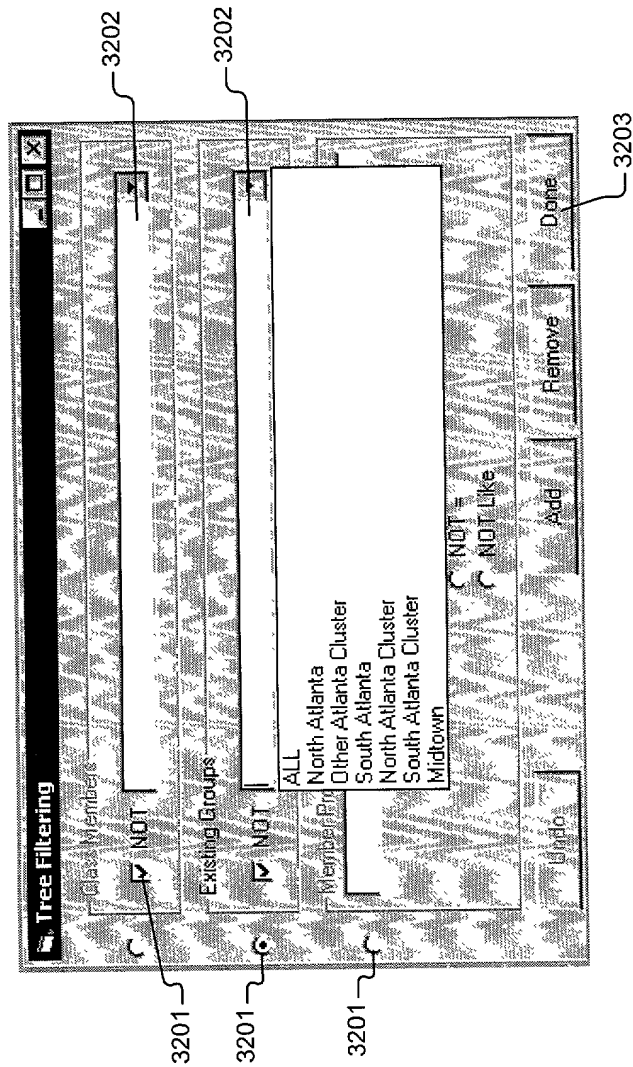
Configured Create and Manage Store Groups Window



+

FIG. 32

Store Group Builder Window



+

FIG. 33

Brand Class Product Class Management Template

Product Class Management for the Brand Class

Class Type Rule

Brand

Category

Soap

3303

New Class

Delete Class

Update

3307

3304

3305

3306

Members

3301

3302

Brand Class and its member products (87 shown)

| Product Class | Description            | equivalent units  | Unit Measure |
|---------------|------------------------|-------------------|--------------|
| Branded       | Saleguard Soap 8PK     | 0.392441860465116 | OZ           |
| Premium       | Dr. Bronner's Lavender | 0.234375          | OZ           |
| Branded       | Dial Ultra Skin Care   | 1.5               | OZ           |
| Branded       | Softsoap Antibacterial | 0.5               | OZ           |
| Branded       | Dove White Bar Soap    | 0.478723404255319 | OZ           |
| Premium       | Kiss My Face Olive     | 1.6875            | OZ           |
| Branded       | Irish Spring Sport So. | 0.9               | OZ           |
| Branded       | Ivory Skin Cleansing   | 0.46875           | OZ           |
| Branded       | Dove Unscented Ba      | 1.43617021276596  | OZ           |
| Private Label | Private Label White    | 0.9               | OZ           |
| Branded       | Lever 2000 Antibact    | 1.5               | OZ           |
| Private Label | Private Label Pink B.  | 0.45              | OZ           |
| Branded       | Oil of Olav Pink Bar   | 0.45              | OZ           |
| Branded       | Irish Spring Soap Re   | 1.42105263157895  | OZ           |
| Premium       | Dr. Bronner's Almond   | 0.234375          | OZ           |
| Branded       | Ivory Soap 12 CT       | 0.25              | OZ           |
| Branded       | Dove Pink Soap 2PK     | 1.43617021276596  | OZ           |
| Branded       | Neutrogena Liquid S    | 0.3375            | OZ           |
| Premium       | Marsellias Olive and   | 1.5               | OZ           |
| Branded       | Softsoap Country De    | 1                 | OZ           |
| Branded       | Suave Soap Liquid      | 1                 | OZ           |
| Branded       | Softsoap Liquid Fruit  | 1                 | OZ           |
| Branded       | Zest Whitewater Fre    | 0.9               | OZ           |
| Branded       | Softsoap Antibacteri   | 1                 | OZ           |
| Premium       | Marsellias Honey Ba    | 1.5               | OZ           |
| Branded       | Softsoap Liquid Fruit  | 1                 | OZ           |
| Branded       | Irish Spring Soap W    | 0.9               | OZ           |
| Branded       | Dial Gold Bar Soap     | 1                 | OZ           |
| Private Label | Private Label Pink B.  | 0.9               | OZ           |
| Branded       | Irish Spring Soap Gm   | 0.3375            | OZ           |
| Private Label | Private Label Pink B.  | 0.3375            | OZ           |
| Branded       | Irish Spring Soap 3PK  | 0.9               | OZ           |

Constraints



## Rules/Constraints Menu Window

— 3503

[illegible]

FIG. 36

First Rule Warning Window

3600

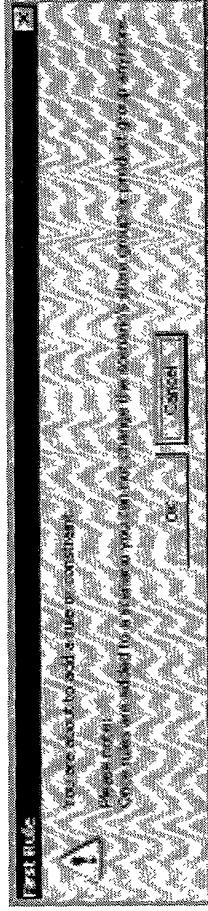
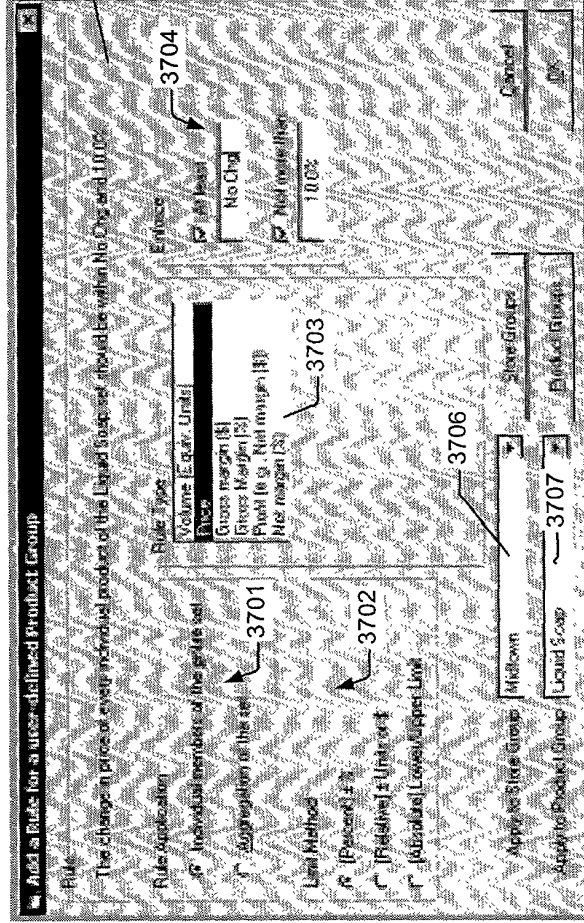


FIG. 37

Add Rule for Product Group Window

3700



3705

3704

3703

3706

3701

3702

3707

+

FIG. 38

Configured Rules Template

3800

3801

3801

|           |                                     |  |        |        |
|-----------|-------------------------------------|--|--------|--------|
| Rules     | Active                              | Presumptive  |        |        |
| Custom    | <input checked="" type="checkbox"/> | The change in price of every individual product of the United States set should be within the 0.0% and 10.0%.  |        |        |
| Rel Price | <input checked="" type="checkbox"/> | The first Price of every product in the group (United States) has to be between -30% and 15% of the first Price of every product in the group (United States) across the selected dates: 1/1/2000. |        |        |
| General   | Position                            | Product  | Factor | Result |